

*School of Management and Marketing*  
*Seminar Notice*

TITLE : **New Developments in Cluster Analysis for Marketing**

SPEAKER : **Professor Frederick Leisch**  
**Institut für Statistik, Ludwig-Maximilians-Universität**  
**München**

DAY/DATE : Wednesday, 14 March 2007

TIME : 12.30-1.30p.m.

VENUE : **40.122**

ABSTRACT

This talk will present several new developments in the field of cluster analysis and show how they can be used for market segmentation. The power of modern computers allows much more flexible implementations of cluster algorithms and usage of almost arbitrary distance/similarity measures. Researchers can freely choose distances that fit their application rather than use what has been already implemented in software. Other improvements include the specification of group constraints, e.g., to restrict several observations from a single household to always be in the same segment. New graphical techniques like convex cluster hulls and neighborhood graphs can be used to visually assess the structure of a segmentation solution. Open source software for all methods presented is freely available for the statistical computing environment R.

Lunch will be provided.

SMM Research Seminar Series Convenors,  
*Joshua Chang & Karin Garrety*